

ABSTRACT

A method and apparatus for generating search results with higher relevancy. The present invention exploits the fact that users' choices on each given search term tend to converge to several products from several merchants, and all of the results are very relevant to the search term. In one embodiment, these results are used to decide the order of merchants for each search term. By learning the users' choices, especially from purchasing and/or clicking information, highly relevant and most popular products can be assigned a higher score or rank over text relevant only products.